



WJLA  
1100 Wilson Blvd, 6th Floor  
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

Greer Margolis & Mitchell (GMMB)  
1010 Wisconsin Ave  
Suite 800  
Washington, DC 20007

## Contract # 196062

<b>Schedule Dates</b>	09/18/12-09/24/12	<b>Date Entered</b>	09/17/12
<b>Advertiser</b>	Obama for America/D (9323)	<b>Last Modified</b>	09/17/12
<b>Agency/T-Code</b>	Greer Margolis & Mitchell (GMMB) (2116)/ELECTR	<b>Entered By</b>	Susan Petro
<b>Product</b>	Political/Political (1088)	<b>CO-OP</b>	No
<b>Brand</b>	Est 1798 OFA Add to Sked A 9.18-9.24 (71712)	<b>Headline #</b>	
<b>Salesperson</b>	Petro, Susan (1110)	<b>Demo</b>	
<b>Sales Office</b>	WJLA - Core Team	<b>Order Type</b>	Normal
<b>Buyer Name</b>	Negelberg, Dan	<b>Package Deal</b>	
<b>Phone/Fax</b>	/	<b>Commission %</b>	15.00
<b>CPE</b>	OFA/Add to Sked A/1798 9/18-9/24	<b>Commission</b>	\$16,080.00
<b>Account Types</b>	Local/Political Candidate Agency	<b>Net Total</b>	\$91,120.00
<b>Billing Type</b>	Calendar	<b>Sales Tax</b>	
<b>Comments</b>	Est 1798 OFA Add to Sked A 9/18-9/24		

WJLA Arlington (WJLA)		
By Calendar Month	Spots	Rate
Sep. 2012	41	\$107,200.00
<b>Grand Total:</b>	<b>41</b>	<b>\$107,200.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	09/18/12-09/24/12	3	:30	9A- LIVE!	1	1	1	1	1	1			5	\$800.00	\$4,000.00	WJLA Arlington (WJLA)		9/17/12
2.0	Normal Line / SPOT	09/18/12-09/24/12	3	:30	10:58A- ABC-THE VIEW	1	1	1	1	1	1			2	\$1,400.00	\$2,800.00	WJLA Arlington (WJLA)		9/17/12
2.0.1	Preempt	09/18/12															WJLA Arlington (WJLA)	No Avail/Exception -	
2.0.2	Preempt	09/19/12															WJLA Arlington (WJLA)	No Avail/Spot -	
2.0.3	Preempt	09/20/12															WJLA Arlington (WJLA)	No Avail/Exception -	
3.0	Normal Line / SPOT	09/18/12-09/24/12	3	:30	12:57P- ABC-THE CHEW	1	1	1	1	1	1			5	\$1,000.00	\$5,000.00	WJLA Arlington (WJLA)		9/17/12
4.0	Normal Line / SPOT	09/18/12-09/24/12	3	:30	6:59A- ABC-GOOD MORNING AMERICA	1	1	1	1	1	1			5	\$1,300.00	\$6,500.00	WJLA Arlington (WJLA)	1	9/17/12
5.0	Normal Line / SPOT	09/18/12-09/24/12	3	:30	5:59P- NEWS-ABC 7 NEWS @ 6P	1	1	1	1	1	1			5	\$2,400.00	\$12,000.00	WJLA Arlington (WJLA)		9/17/12
6.0	Normal Line / SPOT	09/18/12-09/21/12	3	:30	3:58P- ABC-KATIE COURIC	3		X	X	X	X			3	\$1,600.00	\$4,800.00	WJLA Arlington (WJLA)		9/17/12
7.0	Normal Line / SPOT	09/18/12-09/21/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P		1				1			2	\$3,200.00	\$6,400.00	WJLA Arlington (WJLA)		9/17/12
8.0	Normal Line / SPOT	09/24/12-09/24/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P	1	1							1	\$3,200.00	\$3,200.00	WJLA Arlington (WJLA)		9/17/12
9.0	Normal Line / SPOT	09/24/12-09/24/12	3	:30	6:58P- WHEEL OF FORTUNE	1	1							1	\$4,000.00	\$4,000.00	WJLA Arlington (WJLA)		9/17/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



WJLA  
1100 Wilson Blvd, 6th Floor  
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

Greer Margolis & Mitchell (GMMB)  
1010 Wisconsin Ave  
Suite 800  
Washington, DC 20007

## Contract # 196062

**Schedule Dates** 09/18/12-09/24/12  
**Advertiser** Obama for America/D (9323)  
**Agency/T-Code** Greer Margolis & Mitchell (GMMB) (2116)/ELECTR  
**Product** Political-Political (1088)  
**Brand** Est 1798 OFA Add to Sked A 9.18-9.24 (71712)  
**Salesperson** Petro, Susan (1110)  
**Sales Office** WJLA - Core Team  
**Buyer Name** Nagelberg, Dan  
**Phone/Fax** /  
**CPE** OFA/Add to Sked A/1798 9/18-9/24  
**Account Types** Local/Political Candidate Agency/  
**Billing Type** Calendar  
**Comments** Est 1798 OFA Add to Sked A 9/18-9/24

**Date Entered** 09/17/12  
**Last Modified** 09/17/12  
**Entered By** Susan Petro  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$16,080.00  
**Net Total** \$91,120.00  
**Sales Tax**

**WJLA Arlington (WJLA)**  
**By Calendar Month**  
Sep. 2012  
Grand Total:  
**Spots** 41  
**Rate** \$107,200.00  
\$107,200.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
10.0	Normal Line / SPOT	09/18/12-09/24/12	3	:30	6:58P- WHEEL OF FORTUNE	2		X	X	X	X			2	\$4,000.00	\$8,000.00	WJLA Arlington (WJLA)		9/17/12
11.0	Normal Line / SPOT	09/18/12-09/24/12	3	:30	7:27P- JEOPARDY	3		X	X	X	X			3	\$4,400.00	\$13,200.00	WJLA Arlington (WJLA)		9/17/12
12.0	Normal Line / SPOT	09/18/12-09/24/12	3	:30	6:27P- 6:30P (EST)	3		X	X	X	X			3	\$4,000.00	\$12,000.00	WJLA Arlington (WJLA)		9/17/12
13.0	Normal Line / SPOT	09/19/12-09/19/12	3	:30	10P- ABC- REVENGE					1				1	\$6,000.00	\$6,000.00	WJLA Arlington (WJLA)		9/17/12
14.0	Normal Line / SPOT	09/20/12-09/20/12	3	:30	9P- ABC- GREY'S ANATOMY					1				1	\$12,000.00	\$12,000.00	WJLA Arlington (WJLA)		9/17/12
15.0	Normal Line / SPOT	09/20/12-09/20/12	3	:30	10:02P- ABC- SCANDAL					1					\$4,000.00		WJLA Arlington (WJLA)	No Avail/Exception -	9/17/12
15.0.1	Preempt	09/20/12															WJLA Arlington (WJLA)		
16.0	Normal Line / COLLEGE FOOTBALL	09/22/12-09/22/12	3	:30	3:28P- SPORTS- ABC COLLEGE FOOTBALL							1		1	\$2,300.00	\$2,300.00	WJLA Arlington (WJLA)		9/17/12
17.0	Normal Line / COLLEGE FOOTBALL	09/22/12-09/22/12	3	:30	3:28P- SPORTS- ABC COLLEGE FOOTBALL							1		1	\$5,000.00	\$5,000.00	WJLA Arlington (WJLA)		9/17/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

# New Order

**Media:** TV  
**Client:** Obama for America  
**Product:** Candidate Orders  
**Estimate:** 1798  
**Description:** OFA Add to Sked A 9.18-9.24  
**Version:** 1  
**Comments:**

**Market:** Washington, DC  
**Demo:** Adults 35+  
**Separation:** 30  
**Flight Start:** 9/18/12  
**Flight End:** 9/24/12  
**Survey:**

**Vendor:** WJLA-TV  
**AE:** Susan Petro  
**Phone:**  
**Fax:**

**Billing To:** GMMB  
 1010 Wisconsin Avenue, NW, #800  
 Washington, DC 20007  
**Phone:** 202-572-2852  
**Fax:** 202-338-2334

Line No	Daypart (Program)	Daypart Code	Gross C/T	Dur	9/18	Total Spots	Adults 35+ RTG	CPP
1	TUWTHF,M 9:00A-10:00A (LIVE WITH KELLY)	DT	\$400.00	C 30	✓ 5	400 + 2000	5	
2	TUWTHF,M 11:00A-12:00P (THE VIEW)	DT	\$700.00	C 30	✓ 5	1400 + 3500	5	
3	TUWTHF,M 1:00P-2:00P (THE CHEW)	DT	\$500.00	C 30	✓ 5	1000 + 2500	5	
4	TUWTHF,M 4:00P-5:00P (KATIE)	EF	\$800.00	C 30	✓ 3	1600 + 2400	3	
5	TUWTHF,M 7:00A-9:00A (GMA 7A-9A)	EM	\$650.00	C 30	✓ 5	1300 + 3250	5	
6	TUWTHF,M 6:00P-6:30P (NEWS 7 @ 6)	EN	\$1,200.00	C 30	✓ 5	2400 + 6000	5	
7	TUWTHF,M 6:27P-6:30P (WORLD NEWS ADJ)	EN	\$4,000.00	C 30	✓ 3	3200 + 4800	3	
8	TUWTHF,M 11:00P-11:35P (ABC 7 NEWS @ 11)	LN	\$1,600.00	C 30	✓ 3	3200 + 4800	3	
9	TUWTHF,M 7:00P-7:30P (WHEEL OF FORTUNE)	PA	\$2,000.00	C 30	✓ 3	4000 + 6000	3	
10	TUWTHF,M 7:30P-8:00P (JEOPARDY)	PA	\$2,200.00	C 30	✓ 3	4400 + 6600	3	
11	W 10:00P-11:00P (REVENGE)	PT	\$3,000.00	C 30	✓ 1	6000 + 3000	1	
12	Th 9:00P-10:00P (GREYS)	PT	\$6,000.00	C 30	✓ 1	6000 + 6000	1	
13	Th 10:00P-11:00P (SCANDAL)	PT	\$4,000.00	C 30	✓ 1	4000 + 6000	1	
14	Sa 3:30P-7:00P (ABC COLLEGE FBI)	S	\$2,300.00	C 30	✓ 2	5000 + 2700	2	
Total Spots:						45		
Total GRP/GIMP(000):						0.0		0.0

Month 9/2012  
 Cash\$-Spots \$66,650.00 - 45  
 Trade\$-Spots \$0.00 - 0  
 Total\$-Spots \$66,650.00 - 45

Total Gross Cost: \$66,650.00  
 Total Net Cost: \$56,652.50

115,400 + 48,750

Total Gross CPP: \$0.00  
 Total Net CPP: \$0.00

# New Order

<b>Media:</b> TV	<b>Market:</b> Washington, DC	<b>Vendor:</b> WJLA-TV	<b>Billing To:</b> GMMB
<b>Client:</b> Obama for America	<b>Demo:</b> Adults 35+		1010 Wisconsin Avenue, NW, #800
<b>Product:</b> Candidate Orders	<b>Separation:</b> 30	<b>AE:</b> Susan Petro	Washington, DC 20007
<b>Estimate:</b> 1798	<b>Flight Start:</b> 9/18/12	<b>Phone:</b>	<b>Phone:</b> 202-572-2852
<b>Description:</b> OFA Add to Sked A 9.18-9.24	<b>Flight End:</b> 9/24/12	<b>Fax:</b>	<b>Fax:</b> 202-338-2334
<b>Version:</b> 1	<b>Survey:</b>		

**Comments:**

Line No	Daypart (Program)	Daypart Code	Gross C/T	Dur	9/18	Total Spots	Adults 35+ RTG	CPP
1	TUWTHF,M 9:00A-10:00A (LIVE WITH KELLY)	DT	\$400.00	C 30	5	5		
2	TUWTHF,M 11:00A-12:00P (THE VIEW)	DT	\$700.00	C 30	5	5		
3	TUWTHF,M 1:00P-2:00P (THE CHEW)	DT	\$500.00	C 30	5	5		
4	TUWTHF,M 4:00P-5:00P (KATIE)	EF	\$800.00	C 30	3	3		
5	TUWTHF,M 7:00A-9:00A (GMA 7A-9A)	EM	\$650.00	C 30	5	5		
6	TUWTHF,M 6:00P-6:30P (NEWS 7 @ 6)	EN	\$1,200.00	C 30	5	5		
7	TUWTHF,M 6:27P-6:30P (WORLD NEWS ADJ)	EN	\$4,000.00	C 30	3	3		
8	TUWTHF,M 11:00P-11:35P (ABC 7 NEWS @ 11)	LN	\$1,600.00	C 30	3	3		
9	TUWTHF,M 7:00P-7:30P (WHEEL OF FORTUNE)	PA	\$2,000.00	C 30	3	3		
10	TUWTHF,M 7:30P-8:00P (JEOPARDY)	PA	\$2,200.00	C 30	3	3		
11	W 10:00P-11:00P (REVENGE)	PT	\$3,000.00	C 30	1	1		
12	Th 9:00P-10:00P (GREYS)	PT	\$6,000.00	C 30	1	1		
13	Th 10:00P-11:00P (SCANDAL)	PT	\$4,000.00	C 30	1	1		
14	Sa 3:30P-7:00P (ABC COLLEGE FBL)	S	\$2,300.00	C 30	2	2		
<b>Total Spots:</b>					45	45		
<b>Total GRP/GIMP(000):</b>					0.0		0.0	

Month	Cash\$-Spots	Trade\$-Spots	Total\$-Spots	Total Gross CPP:	Total Net CPP:
9/2012	\$66,650.00 - 45	\$0.00 - 0	\$66,650.00 - 45	\$0.00	\$0.00
<b>Total Gross Cost:</b>		<b>\$66,650.00</b>		<b>\$0.00</b>	
<b>Total Net Cost:</b>		<b>\$56,652.50</b>		<b>\$0.00</b>	